

Fredericksburg Arts Commission

February 3, 2011

Minutes

President, Kevin Bartram opened the meeting at 7:00 p.m.

Absent: Debby Klein, Patrick A'hearn.

Guest: Stephen Graham was invited to address the commission regarding a request from Fredericksburg All Ages, the Rappahannock Independent Film Festival and Athaneum, all nonprofits run by volunteers. Stephen requested that we write a letter of endorsement for their application for a \$25,000 grant for the three organizations to merge as they co-sponsor an event featuring story-telling, visual arts, and a musical component. The deadline for the grant including letter of endorsement is March 1.

Kevin asked how the grant money would be used; Stephen is not certain at this time. Without that information we wouldn't endorse this project. Kevin needs the authority to endorse it prior to the next meeting, however. We will consider at tonight's meeting, and inform Stephen accordingly.

Minutes of January, 2011 meeting were approved as read.

Treasurer reported a balance of \$7,819.58 after paying Via Colori expenses to date, paying out Government Challenge Grant, and Obligated funds. Report attached. More expense from Via Colori is expected. No funds are guaranteed from City council though last year they appropriated \$1500.

Announcements:

Bronze project---Kevin announced that the EDA will not fund the bronze project because it wasn't advertised to all artists, the riverfront is not a good place since it is not developed at this time, and the cost is too high.

Florence asked whether EDA will be our only source of funds for public art. George replied that the EDA will not agree to be a sole source for public art. It was suggested that EDA might support an art project if other support is provided. Finally, we decided that we need an art plan for public space and funds. We will keep our focus on local artists, and their artwork and continue to request EDA support for art projects. Without substantial funding from the city, we need to keep an eye on any openings on the EDA and suggest filling them with arts-friendly members.

UMW support of Via Colori -Kevin announced that UMW has decided to support Via Colori even more in 2011 by hosting one full day of trolley availability for attendees.

Unfinished Business:

Website -Julie reported that 18 proposals were received from the RFP to develop an FAC website. Roy moved that the website committee select a web contractor with consultation of the executive committee. Kerry seconded. Motion passed.

Via Colori -Julie noted that during Rick's (Via Colori) visit he reorganized some committees so that each has a head person. Rick believes that Fredericksburg is a 'fine match' for Via Colori events. He is thrilled about last fall's VC.

Strategic Plan discussion: Change old name Medicorp to Mary Washington Healthcare.

Performing arts: Kevin noted that committees should be set up to consider hosting town hall meetings for information purposes. Kevin will work on the town hall idea. The Executive committee will work out the plan for naming the Arts and Cultural District and hosting town hall meetings.

Comprehensive plan for public art is needed: A Performing Arts committee should develop a comprehensive plan for performing arts in Fredericksburg. Roy moved that a committee to form a comprehensive plan be set up. Motion passed. Roy will chair the committee with the stipulation that he will invite outside folks to be members. From the commission George, Julie and Rochelle volunteered. Patrick is invited to be part of this committee, also.

Museum -Ellen introduced the Museum's idea to host a concert series in Market Square this summer. She is writing a grant to fund this project. A motion in support of the Museum's grant to collaborate with UMW on a concert series was made and passed. If the grant isn't funded the arts commission may take this on in a smaller way. Motion passed.

Strategic Plan will be approved at the March meeting.

New Business:

Government Challenge Grants -Julie-we need to advertise availability of the government challenge grant with deadline. George suggested we determine all the 501c organizations and send letter to them. Need to decide the merits of awarding funds to any of them. Kevin will help Julie develop a rubric for evaluating the 501c organizations for this grant process. Julie will put the information on the city website.

Libertytown—Kevin advocated on their behalf. Solutions exist for helping Libertytown. Dan is pondering the options provided by the EDA.

What are the ramifications of helping one arts organization over all the rest? Kevin indicated that we have fulfilled our role of supporting the arts and connecting people to people in this venture.

No further business, meeting adjourned at 8:55 p.m.

Rochelle Grey, Secretary